

City of Milwaukee

Community Problems in an Expanding Milwaukee Area

Metropolitan Builders Assoc / Greater
Milwaukee '55

I Jensen

A. "He who would expand an existing downtown location must commonly work within the mold of an established street plan, atomized land ownership, high land values + multistory buildings. If we consider only the problem of assembling a site in the downtown that is large enough to accommodate a new department store, the advantage of a large open tract in a suburban location becomes apparent." p 3

B Impact on CBD: "In many metropolitan centers, retail sales in the downtown have declined, property values have plummeted, and some stores have closed."

1. between 48 and 54 retail sales rose 32.3% in nation's 48 largest cities
2. sales in CBD's increased only 1.6%
3. Milwaukee is unique in that, con-

? Contrary to national trends, CBD property values have increased "substantially" over the past 5 yrs.

C Value of commercial real estate

1. in Milwaukee County

1953 \$531,840,500 in 1957 \$646,029,100
up 21.5%

2 in CBD in 1953 \$187,981,610

in 1957 211,970,300 up 12.8%

▷ Thinks that deconcentration of commerce in M area has not & will not mean the eclipse of downtown as the principle trading area.

1. CBD will always offer more variety and quantity of goods
2. CBD will always have base strength in larger population
3. CBD will attract to congestion, vigor, address etc.

II Parkenson on Education

1. school budgets in Milwaukee County grew from \$29,500,000 in 1950 to \$67,600,000 in 1958 a 77% ↑ compared to 25% ↑ in school enrollment 128% ↑ in total property tax base (full value)
2. Milwaukee annual operating cost was \$302 per elementary school pupil in average daily attendance, suburban average was \$366; H.S. in M was \$388 sub \$469

(2) Community Problems

- 3 in next 5 yrs. substantial increases in capital & operating costs
 - a) suggests school district consolidation to end compartmentalized school finance.
 - b) revision of state aid formulas
 - c) solution in sharing wealth of entire metropolitan community

III Beck

1. problem of sewage disposal in suburban areas outside present Metropolitan Sewerage District
2. water pollution & scarcity
3. study by Revenue Sources and Distribution Committee of the Metropolitan Study Commission found if present trend continues, municipal budget in M.C. will rise about 80% over next 10 yrs, anticipated population growth 22%, and substantially faster than present. Tax base growth property taxes would have to be increased 40% to balance local budgets

4 Federal Housing and Home Finance Agency study in 1957 M. area home owners paid a higher portion of their total income in property taxes than home owners in any other metropolitan area in the nation

5 Industrial Development Division of the Governor's office show aggregate taxes paid by average industrial firm in Wisconsin are substantially above taxes paid on comparable firms in Ill. Ohio or Indiana.

Milwaukee area ranks 23rd in rate of growth in manufacturing employment among nation's 30 largest labor market areas.

6 "It is ^{an} almost indisputable canon among technicians that the larger (within reason) the area served, the lower the per unit capital & operating costs." p 18

Southern Wisconsin Regional Planning Comm.

22 REGIONAL PLANNING SYSTEMS STUDY #1

If they can do it, will be fantastic.
Applies input-output analysis to regional activity models

Network approach to Transportation models,
computer model for water resource system
etc.

John D. Hogan The Metropolitan Area - An Economic and Social Challenge 61

1. Urbanization statistics 1960 Census

- a) $\frac{1}{2}$ of U.S. lives in 25 standard metropolitan areas with $> 1M$ people
- b) nearly $\frac{2}{3}$ (63%) live in 212 areas
- c) 93% of last decade's growth, 97% of last 5 yrs growth in metropolitan areas
- d) CC $\uparrow$ 11% suburbs 48.6%
- e) 90% of national income is generated in metropolitan areas

2. Problem areas

A. Congestion ranks first

- 1. the automobile as individual custom transportation is economically obsolete

B. Density and Blight

- 1. density = rate derived by $\div$ into a fixed amount of space expensible demands for mercantile and residential housing

C. Balkinization of the national community
212 standard metropolitan areas
average over 100 gov. jurisdictions each

3. Diagnosis

- A "We have relied upon the market

forces to do things that markets cannot do." p 7

B "A viewpoint most strongly entrenched in the suburban middle class [is] that gov. is inherently sinister and that power corrupts." p 9

C Many local gov. functions are inter-jurisdictional growing out of intra-area activities commuting, shopping, recreating

N.J. Stefanich, Industrial Location Within the
Aug 62 V. VI #5 Urban Area Wise Com. Rept.

1 assuming profit maximization "The interaction of all these individual profit-seeking forces in the process of plant location could logically result in some sort of competitive scheme whereby, in the l-r., a rational pattern of industrial location might be produced" p 8
thus get highest & best use subject to market imperfections

2 West Milwaukee - real estate tax rate per \$1,000 equalized valuation is about 72% of average of all suburbs in the County 59% of the average of city of Milwaukee, 63% of county as whole
²/₃ is zoned for industrial use

3 labor is by far most imp. on a \$ aggregate basis, major part of value added (53.9%)
so accessibility to labor market imp.

4 Transportation costs

- a) market oriented
 - local
 - regional
 - national
- b) material " congestion, linkage
- c) labor "

convenience of public transportation
significance of low income workers

5 Milwaukee Traditionally abundant supply of skilled labor

central location for manufacturing plants in Milwaukee County is the Menomonee River valley and adjoining area

- a) 45% of population of German descent
- b) 17% of Polish origin
- c) skills → "The Machine Shop of the Middle West"
- d) high concentration of metal-manufacturing
- e) higher fluctuations to business cycle than nation as whole
- f) 62% owner-occupied ratio of all dwelling units in M.

6 plant location

- a) 73% of ^{larger} plants serving city in central area
- b) 31% of larger exporting plants " " "
- c) some indication that the larger the plant the lesser the chance it may be found in the central area
- d) locating away from center not as typical for smaller plants
- e) presence of available RR facilities proved to be locational pull in M.C.

1. zoning has encouraged corridor growth

2. present trend away from R sites

- f) access to the Menomonee River valley is limited, comparatively few roads

Industrial Location (2)

→ local labor supply

Commuting to M.C. June 56

% of county's labor
force

Ozaukee	20.2%
Racine	3.2%
Washington	12.0%
Waukesha	28.3%

more than 17,500 workers in adjacent communities commute daily to M.C.

③ 200,000 employed in manufacturing in M.C.

3. probably under 4.85 ^(29.8 minutes) mile average distance from home to work found in Detroit, probably 3 to 5 miles

4. one of largest plants in county surveyed the 2,000 cars using its off street private parking facilities found average number of passengers per car was 1.09.

a) 2/3 of persons employed in manufacturing 1st obs use car to get to work

b) Table 4.2 correlates hi pay (skill) and use of auto

c) low wage industry cannot attract workers for long distances

1. plants whose male workers are predominantly unskilled tend to be primarily concentrated in the "central zone" containing the lowest $\frac{1}{4}$ of families with average income of less than \$4,800

2. see Table 4.3 p 59

3. women however (see Table 4.4) p 60 prefer(?) - tend to go by public transportation

4. women also tend to have plant hours adjusted to school hour schedule

5 Median years at present location

a small - 16 years

b medium - 19 "

c large - 50 "

6 Plants located less than 10 yrs at present site

a small - 34%

b medium - 17%

c large - 6%

7 Peak assessment values are in or near CBD & taper downward

* a) Table 5.2 gives average assessment by census tract with # of plants and plant area

Industrial Location (3)

7 b) larger plants tend to be located in the lower land assessment zones

1. small plants can afford development of raw industrial land
2. large tracts typically at outer edge of growing urban area

(Table 5.5 figures)

7 c) suggests that intense improvement of land is associated with plant size

d "There appears to be a strong tendency on the part of intense land improvers to seek the lower cost land away from the center of the urban area." 74

c average manufacturing plant has about \$6,500 of improvements for each \$1,000 of land value, range 3.3 - 73.2 (100)

f lighter distribution of intense land uses in peripheral areas

g tenant occupied plants are smaller plants (Table 5.6)

1) tend to be located in or near center of Milwaukee

2) upper floors down, rent has little significance to land value

3) most built before '30s

4) median age of tenant firms is 23 yrs
all plants average 34 yrs in H.C.

8 M, center of population has moved
north - NW. about 2-3 miles, has
taken some of advantage from CBD

9 In locating plant, major
concern with costs related to
market area, labor force & transpor-
tation

Appendix B has 20 major
products & plant locations

Land Use & Zoning Committee - Land Use and Control in M.C. Oct 59

1. "Problems of traffic, pollution, and economics increasingly pay little heed to invisible municipal boundaries." p.i
2. As late as 1950, 66% of area in M.C. was unincorporated county paramount in zoning etc.
 - a. now 19 different authorities in M.C.
 - b. additional 11 within 6 miles to W. & N.
 - c. balkanization → uses inconsistent with best interests of metropolitan area as whole
3. Urban renewal "thus far a practical failure" needs coordination
4. Suggest Metropolitan Plan Commission

REPORT IS GENERAL
and of little use for our
purposes

May '60 report more detail on proposed
regional planning commission